R. J. Reynolds.
Tobacco Co.

R. C. Farmer
Regional Sales Manager

150 Lawrence Bell Dr.
Suite # 108
Williamsville, NY 14221
716-634-3143
Fax: 716-634-3145

378-93
August 24, 1993

Mr. E. M. McAtee

Dear Ed:

The attached from Keith Myers is self-explanatory and I would also like to see these two results placed in the next issue of the **Merchandiser.**

Sincerely,

R. C. Farmer
RCF:am
P-7
Attachments

51859 5342

Source: https://www.industrydocuments.ucsf.edu/docs/tpfn0000

R.J. Reynolds Tobacco Company

August 13, 1993

S.G. STEEN
Division Sales Manager

7000 Airways Park Drive
East Syracuse, NY 13057
315-463-1971
Fax 315-463-2045

To: Mr. R. C. Farmer

INCENTIVE NEWS & VIEWS

Dear Roger:

I have attached a photo and Pennysaver regarding(2) ideas from the Syracuse, NY Division, as follows:

- Memorial Day Bikers Sale - run by ASR, W. A. Mroz in one of his independent accounts. Bill committed to a buy-down in this account. The account then took it upon themselves to create, along with the Pennysaver, an ad to attract bikers to the store.

- The photo is of Carthage Book and Cigar where our SRT, L. J. Wallon along with a PTE, ran a store sale at this location, utilizing giant pack balloon, as well as left-over Unadilla and Syracuse Mile premiums.

Both of these are good examples of initiatives that Sales Reps have taken to build sales in independent accounts using whatever means possible or what is at their disposal.

If you have any questions, please do not hesitate to give me a call.

Sincerely,

Keith/bd

K. L. Myers/TAD

KLM:bd

A-1

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"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/tpfn0000